



Stance and Evaluation in the First Inaugural Speeches of Lagos State Governors: A Roadmap for the Development of Lagos State

Helen Ufuoma Ugah^{1*} and Oluwayomi Rosemary Olaniyan¹

¹*Department of English, Obafemi Awolowo University, Ile-Ife, Nigeria.*

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Article Information

DOI: 10.9734/ARJASS/2020/v10i430156

Editor(s):

- (1) G. N. Tanjina Hasnat, Patuakhali Science and Technology University, Bangladesh.
- (2) Dr. Ana Sofia Pedrosa Gomes dos Santos, University of Lisbon, Portugal.

Reviewers:

- (1) M. V. Chandramathi, India.
- (2) Md. Amir Hossain, IBAIS University, Bangladesh.
- (3) Srinivasa Rao Kasisomayajula, Jawaharlal Nehru Technological University, India.
- (4) Antonio Teixeira de Barros, Brazil.
- (5) Borislav Kolaric, University Union - Nikola Tesla, Serbia.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/48377>

Original Research Article

Received 20 April 2019
Accepted 25 June 2019
Published 20 April 2020

ABSTRACT

Several researchers have posited that political inaugural speeches embody several meanings that help the politician connect with their audience as well as convey the new administration's commitment to leadership. This study argues that inaugural speeches also provide a glimpse into the future trajectory of a country or state. This study used Martin and White's (2005) Appraisal Theory to investigate stance taking in the first inaugural speeches of the following governors of Lagos State: Bola Ahmed Tinubu (1999-2007), Babtunde Raji Fashola (2007-2015) and Akinwunmi Ambode (since 2015). Findings from the study demonstrate that the speeches not only predict the roadmap of the future of Lagos State or proclaim the actions of the Governors and the supposed effects of their past and future actions, but they also contain attitudinal meanings of affect, judgement and appreciation used to connect and communicate effectively with the audience, and also to present the future plans for the development of the state. These findings portray that stance taking in political inaugural speeches is a mechanism used by politicians to galvanise solidarity and support from state, boast about past performances, pledge allegiance to

*Corresponding author: Email: ugah.helen@gmail.com;

the positive development of the state and call upon citizens to work unanimously with them. These findings corroborate those of the researchers cited above, explicate the nature of the use of language in inaugural speeches, and also maintain that political inaugural speeches give access to the knowledge of the historical development of a political sphere as a result of the stance embedded in them.

Keywords: Inaugural speeches; leadership; political sphere.

1. INTRODUCTION

Inaugural address is speech presented at a special event by a president, governor or any leader being sworn into an office or post. It is the first public function of any political leader [1] and usually marks the beginning of a leader's regime. Inaugural speeches usually occupy a central place in human affairs because they encompass the views, thoughts and proposed line of action of the new leader being sworn in, in relation to matters of national or domestic concern [2,3].

The inaugural speech of a governor is usually characterised by public anticipation because it marks the beginning of a new era in the history of a state, sets the tone for the administration of the new government and solicits for the cooperation of the all the stake holders in the state. Inaugural speeches are also characterised by the expression of serious and germane issues of the state [3].

The inaugural speech of governors sometimes embody the historical trend of development of the state they are about to govern. For instance, through the inaugural speeches of the past governors of Lagos State, one can become abreast with the trend of development of the state in terms of the challenges it has encountered over the years and how each of the governors that presided over the state had overcome such challenge. The inaugural speeches of the governors of Lagos State make reference to the history of the state, the importance of the occasion (the swearing in of the governor), hopes for the future development of the state and plans on how to contribute to the development of the state. Every inaugural speech contains the distinct rhetorical style of the governor being sworn in as well as their attitude towards the occasion and the content of their speech. This attitude is referred to as 'Stance' and stance can be detected via the Appraisal Theory.

Appraisal theory studies the realisation of the opinion and attitude of language users in

different contexts of human communication. Appraisal theory, which is a deeper development of Halliday's Interpersonal Meaning within the framework of Systemic Functional Linguistics, is an exploration of speakers' stances towards their listeners as expressed in their use of language. The theory is categorised into Attitude, Graduation and Engagement. The system of attitude, which is the focus of this study, has three semantic interface of emotion, ethics and aesthetics named Affect, Judgement and Appreciation. The appraisal theory is used in this study to discuss these meaning as reflected and foregrounded in the first inaugural speeches of Lagos State's past and current governors (1999 to 2015).

Governor Tinubu's inaugural speech was highly significant in Lagos state and attracted a lot of attention because it was the first inaugural speech of the first democratic governor in the fourth republic in the history of the state. It was popularised by the transition from Military rule to democratic rule as Governor Tinubu was the first democratic ruler in the state. The speeches of the other governors also attracted the attention of several Lagosians as most Lagosians were eager to know the governors' plans for the development of the state, how they plan to achieve these goals and the measures they would put in place to build upon the performance of Governor Tinubu.

The study of political inaugural address has been carried out within the different fields of linguistics in relation to rhetorical analysis but there are only a few studies that have used the appraisal theory. This study explicates the nature of stance in Lagos state governor's inaugural speeches since the inception of democracy. It also highlights the linguistic evaluative features found in the speeches and crystallises how it can be used to measure the performance of governors. It also contributes to existing studies on political discourse, rhetorics and the appraisal theory. The analysis of attitudinal meanings in the inaugural addresses of the governors of Lagos State will provide insight into the nature of the

use of language in augural speeches, especially those of Lagos State governors; and also provide insight into the level of development of the state.

2. LITERATURE REVIEW

Ademilokun [3] notes that political speeches, especially inaugural ones, are popular all over the world because of the import of politics in human affairs. He further asserts that political speeches constitute a major platform for the dissemination of the views, thoughts and actions of politicians on matters that concern the public directly. It is this popularity, according to Younane [4] that has contributed greatly to the creation of the linguistic field of study known as Political Discourse. Zhang [2] maintains that the study of political public speeches from the historical perspective has a long history. This is seen in the works of Van Dijk [5] who opine that rhetoric as an act of persuasion is embedded in political speeches. This is proved true in Akinrinlola's [6] rhetorical analysis of President Muhammadu Buhari's inaugural speech in order to describe the use of rhetorical devices for persuasive effects. Findings from the study revealed that presidential inaugural speeches are laden with covert ideological issues.

The opinions of the scholars above portray that the place of rhetoric in political speeches is indisputable. Politicians use the power of rhetoric to endear themselves to the citizens. This is the thesis of political discourse.

Stance manifests even in political contexts of communication. A number of studies have been conducted on the use of stance taking in political inaugural speeches. Ademilokun [3] analysed President Muhammadu Buhari's (in the year of 2015) presidential inaugural address using Martin and White's Appraisal theory and the analysis reveals that the President expresses different kinds of attitudinal meanings in the speech in order to achieve his aim of effectively connecting with his audience, seeking their cooperation and briefing his audience about his plan of actions for the development of the country. Zhang [2] discussed the attitudinal meanings of judgement in the inaugural addresses of the US presidents during the Cold War. Using Martin's and White's [7] appraisal theory, the study reveals that judgement accounts for the major part of the addresses and and positive judgements are foregrounded in the addresses in order to convey the new administration's commitment to their future work,

and to win support from the audience. These studies portray that stance taking in political inaugural speeches serves several functions which align with the political leader's purpose of giving the speech. As similar as these studies may be to this present study, they have not indicated how the Appraisal theory can be used to project a glimpse into the trajectory of any particular state.

Several studies have also shown that stance taking in political speeches can be ideologically based and is a strategy used by politicians to make the content of their speech appealing to the audience. Vandergriff [8] for instance employed theoretical concepts and frameworks from pragmatics and critical discourse analysis to show how taking a stance on stance (metastance) can be used as a legitimisation strategy in political speeches. The researcher used extracts from Hitler's speeches of 1935-1941 to document how Hitler's metastances serve two complimentary constructive strategies: A polarised negative other-representation and a positive self-representation. This is in the opinion of the researcher, promotes a polarised us-against-them mentality that attempts to sway the audience to align with the speaker and serve as a discursive legitimisation of political action. Fetzer [9] used the corpus of political discourse which contains 15 speeches and 29 political interviews to examine the distribution and communicative function of cognitive verbs in political discourse. The examination revealed that cognitive verbs tend to co-occur with other linguistic devices expressing commitment; and the particularised use of cognitive verbs is assigned the status of a contextualisation device, which invites the addressee to adopt the speaker's perspective and interpret a communicative contribution accordingly. This present study departs from the studies cited in this paragraph as it is concerned with the inaugural speeches of governors in a democratic state.

Linguistic analyses of the inaugural speeches of Nigerian political leaders have portrayed that inaugural speeches are meaning making devices which show overt and covert the agenda of the leader for his political post and the general populace. Osisanwo [10] investigated pragmatic acts in President Muhammadu Buhari' inaugural speech and revealed that the speech contains pragmatic acts that are used to reveal intention, appreciate the audience, and give details on how to achieve certain goals. Enyi [11] carried out a pragmatic comparative analysis of President

Muhammadu Buhari's Maiden Coup address of January 1984 and his Presidential inaugural address of May 2015. Findings from the study revealed that speech acts in both speeches depend on the socio-political context in which the speeches were made and they are used manipulatively to galvanise the populace into making the intended and desired inference in the pragmatic context in which the speeches were made. Ezeifeke [12] analysed the use of experiential meaning in former President Olusegun Obasanjo's (1999) and Alhaji Shehu Shagari's (1979) inaugural speeches. The study portrays that the leaders' linguistic choices is greatly affected by their power relations and ideological positions. These studies indicate that inaugural speeches contain overt and covert messages to the general populace. But they do not evince the opinionated and evaluative use of language by political leaders to construct their perception of the leadership task ahead of them.

While all the studies reviewed in this section are similar to this study, they do not have the same thematic concern with this present study, neither do they consider the use of stance in the inaugural speeches of particular state governors.

This study applies Martin's and White's [7] Appraisal Theory with the aim to comprehend, evaluate and interpret the speeches in order to ascertain the trend of development of Lagos State. Hence, it will identify how the governors' use of stance and linguistic evaluation has been able to convince their audience of the import of their speech.

3. APPRAISAL THEORY

What is called Appraisal is made up of three interacting domains: Attitude, Engagement and Graduation. Attitude pertains to feelings, emotional reaction, judgements of behaviour and evaluation of things. Engagement is concerned with detecting attitudes and Graduation attends to grading of phenomena [7]. Attitude involves gradable meanings which have the potentials to be intensified and compared. It is concerned with feelings, emotional reactions, judgement of behaviour and evaluation of things. It is grammatically realised through the use of adjectives. Attitude can be either inscribed or invoked. Attitude is inscribed when it is carried out through the use of explicit lexical items while it is invoked when it is only implied from the text, but not explicitly lexicalised. Affect deals with

composing positive and negative feelings. The realisations of affect come in different ways: modification of participants and processes, affective mental and behavioural processes and modal adjuncts. Judgement refers to attitude to people and the way they behave, that is, their character. Just like Affect, it can also be evaluated as negative or positive attitude, although the context in which judgement is used can convey positive or negative evaluation. It is sub-divided into attitude relating to 'social esteem' and 'social sanction'.

Judgement of social esteem deals with normality (how unusual someone is), capacity (how capable they are, and tenacity (how resolute they are). It is enshrined, in oral culture (Eggins and Slade, 1997 as cited in Martin and White, [7]).

Judgement of sanction on the other hand, entails veracity (how truthful someone is) and propriety (how ethical someone is). It is coded in writings like decrees, edicts, rules, etc. about how to behave and the consequences for misbehaving.

Appreciation concerns meanings that pertain to the evaluation of things we make and performances we give, as well as natural phenomena. It is sub-divided into Reaction (whether they catch our attention or please us), Composition (balance and complexity) and Valuation (how authentic and timely they are). Appreciation can also be evaluated positively or negatively just like affect and judgment.

4. METHODS AND DATA ANALYSIS

This section attempts a linguist appraisal of the attitudinal resources used by the governors to construe interpersonal meanings in the inaugural speeches. The data comprise three inaugural speeches of Governor Ahmed Tinubu, Governor Raji Fashola and Governor Ambode.

The code names of the speeches were IN.SP1 (inaugural speech 1 for Governor Tinubu), IN.SP2 (inaugural speech 2 for Governor Fashola) and IN.SP3 (inaugural speech 3 for Governor Akinwunmi Ambode).

Each of the speeches was read and the attitudinal meanings in them were identified and categorised based on the sub-categorisation of attitude in appraisal theory, after which their number of occurrence was counted, represented graphically for easy reference and interpreted based on the context in which they were used.

5. ATTITUDINAL MEANINGS IN THE GOVERNORS' SPEECHES

The direct encoding of attitudinal meanings is the governors' preferred strategy for expressing their evaluative stance. The speeches are characterised by positive expressions of attitudinal meanings influenced by the expectations of Lagosians who were desirous of a positive development in the state. As a result, all the features of the components of attitudinal meanings feature positively in the speeches with only a few negative attitudinal meanings used by the governors to acknowledge the daily struggles of Lagosians. The occurrence of attitudinal meanings in the speeches is presented in the table below and represented in the charts after it.

Table 1. Occurrence of attitudinal meanings in the first inaugural speeches of Lagos State Governors

| What is the heading | Affect | Judgement | Appreciation |
|---------------------|-------------|------------|--------------|
| IN.SP1 | 10 (22.25%) | 18 (18.4%) | 2 (8.3%) |
| IN.SP2 | 16 (35.6%) | 60 (61.2%) | 17 (70.3%) |
| IN.SP3 | 19 (42.2%) | 20 (20.4%) | 5 (20.8%) |
| Total | 45 (100%) | 98 (100%) | 24 (100%) |

The information in the table above is graphically represented below

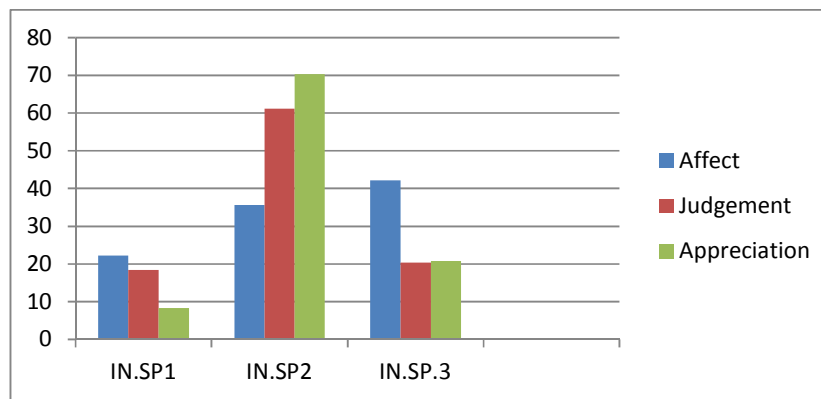


Fig. 1. Sub-categorisation of attitudinal meanings in the first inaugural speeches of Lagos State Governors

The table and chart above indicate that all the sub-categories of attitudinal meanings feature in the speeches. This is an indication that the governors were interested in how they present themselves to the citizens of Lagos State and how the citizens in turn rate the content of their speeches. Hence, there is a higher frequency of judgment in the speeches, especially judgement of social esteem (Capacity and Tenacity), which is used to positively appraise the performance of the past leaders of the state and the ability of the incumbent governor. Appreciation, which is the least used attitudinal meaning in the speech, is used to extol the qualities of Lagos State that makes it the outstanding state in the country. Affectual meanings are used in the speeches to

show gratitude to Lagosians for voting for the newly sworn in governor. The chart below is a summary of the use of attitudinal meanings in all the speeches.

The Fig. 2 shows a preponderant use of judgement (assessment of people's behaviour) in the inaugural speeches. This indicates that the governors engaged in a critical assessment of their ability to effectively preside over the affairs of the state during their tenure. One other possible interpretation for the use of this category of attitudinal meaning is to assure the citizens of Lagos State that they (the governors) can be trusted to engage in policies that would herald positive development in the state.

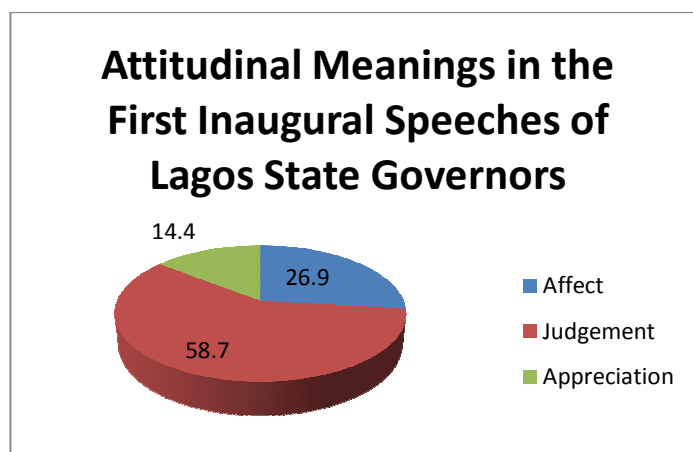


Fig. 2. Attitudinal meanings in the first inaugural speeches of lagos state governors

5.1 Affectual Meanings in the Inaugural Speeches

Affect refers to the construal of feelings in relation to one's emotional state. Souza [13] posits that the inclusion of affective values in a text is a clear indicator of the attitudinal stance adopted by the writer/speaker and is an effective strategy for positioning listeners and for negotiating solidarity with them. This is seen at the early stages of all the speeches used for this research and italicised in the extracts below.

Today ... We are not only *celebrating* democracy, but we are also *celebrating* a watershed in our nation's history. All of us ... must *thank* God this day (IN.SP1)

Today, we *celebrate* a torch passing moment ... , I am *proud* to assume the duties of Governor of this State of deep-rooted history (IN.SP2)

Today, I am eternally *grateful* to all of you. To all Lagosians who followed our musical campaign with vigour. Permit me to *acknowledge* and *appreciate* ... that voted for me (IN.SP3)

All the affectual meanings construed in the extracts above are positive feelings constituting happiness and satisfaction. The governors were happy, contented and satisfied with the events that ensured their emergence as governors of the state. The use of the affective terms 'celebrating', 'grateful', 'acknowledge' and 'appreciate' 'celebrate' portray the governors as humble people who are not only grateful for the

opportunity to serve, but are also happy to be given such rare opportunities. They are also used to create a positive relationship with Lagosians as well as enhance their solidarity with them since the feeling of solidarity is most important if the state must develop.

In IN.SP1, there is also the use of invoked affect to register recognition of the people that fought for the reality of democracy in the state.

We need to *pay tribute* to the heroic Nigerians whose contributions made today possible. ... They *sacrificed* a lot so that we can have today. ... They *died* in the course of our democratic struggle.

I respectfully salute our distinguished leader, Asiwaju Bola Ahmed Tinubu, whose exemplary character, courage and dedication to the cause of humanity have given us such an illustrious legacy. His tenacity of purpose, passion for democratic ideals and indomitable spirit all give us a rich source from which to draw strength and inspiration. Your Excellency, we shall still be looking to you for guidance and advice as we go along this journey of challenges.

Through the use of the highly emotive italicised expressions above, the governor strategically construes his solidarity with the actions of those that fought hard for democracy in the state. This not only endears him to his listeners, but also portrays him as a leader that is willing to fight twice as hard for the development of the state just as has been done by his predecessors. It is a strategy used to show he would also be committed to the development of the state.

Affectual meanings were also used by the governors to show their eagerness to serve and herald positive development in the state. This is seen in the extracts below:

We are *happy* ... that today epitomizes a new beginning. A renewal of our hope and dreams that from henceforth, our people shall be governed, not by the arbitrary rule of the jackboot but by the rule debated and agreed to by their own elected representatives and government. (IN.SP1)

I am *proud* to assume the duties of Governor of this State of deep-rooted history. (IN.SP2)

5.2 Judgemental Meanings in the Inaugural Speeches

Judgement according to Souza [13] refers to how speakers evaluate social behaviour in terms of moral, legal and personal norms. Meanings of judgement feature prominently in all the speeches; it can thus be concluded that making judgements is an essential part of inaugural speeches. Most of the judgements in the speeches are positive and the most frequently appraised entity is the past leaders of the state, the new governor and Lagos state as a whole. The evaluation is mostly in terms of propriety, capacity and tenacity. That is, in the speeches, the governors evaluate themselves and their past and future actions positively in terms of capacity, tenacity and propriety. The governors applaud the past actions of previous leaders of the state and assure Lagosians of their ability and tenacity to do even better. Consider extracts below:

Today, ... we must remember Chief Moshood Kasimawo Olawale Abiola, the *large-hearted titan and elected president our country never had* ... Alhaja Kudirat Abiola, a true heroin of our democratic struggle and wife of Chief Moshood Kasimawo Abiola. We must remember Pa Alfred Relwane, a patriot and a democrat with a social and political conscience, *who was killed by soldiers while they were protesting the annulment of the June 12, 1993 election. They all died so that we may enjoy the democracy which we are celebrating today.*

The Government of Lagos State has acquired an enviable reputation for its people oriented programmes. In several aspects of development we have led the way for others to follow. ... We have been by *far the most*

passionate advocate of wholesome democracy and true federalism in Nigeria and have lit brightly the path of enduring freedom. For these and many other reasons, I respectfully salute our distinguished leader, Asiwaju Bola Ahmed Tinubu, whose exemplary character, courage and dedication to the cause of humanity have given us such an illustrious legacy. *His tenacity of purpose, passion for democratic ideals and indomitable spirit all give us a rich source from which to draw strength and inspiration. Your Excellency, we shall still be looking to you for guidance and advice as we go along this journey of challenges.* (IN.SP2)

Lastly, I speak to the two people that have shaped the history of this State in the last sixteen (16) years. You are *focused, dogged* and hard-working, you are a visioner par excellence. You are a bridge-builder. To our leader Asiwaju Bola Ahmed Tinubu; you have laid an enduring foundation for what we are all building on today. Senator, (Mrs.) Oluremi Tinubu; your support and commitment to our State and to me personally during the election is well appreciated. To the out-going Governor, Mr. Babatunde Raji Fashola (SAN), you have fought the good fight. *You came, you saw, you conquered.* (IN.SP3)

The extracts above all contain various types of judgement as a form of attitudinal assessment. The governors acknowledge and praise the noteworthy actions of their predecessors through the use of various types of judgement. The italicised and emboldened expressions in the extracts above imply judgements of social esteem while the underlined expression implies judgement of social sanction (propriety). The italicised expressions which contains judgement of tenacity, are used to aptly describe the resilience of the past leaders in ensuring that the state becomes the most developed and prosperous state in the country, and a pacesetter for other states to follow. The expressions also portray Lagos state as a state that has enjoyed the remarkable contributions of great patriotic men and women whose determination, leadership acumen, loyalty, love for the state and commitment towards the positive development of the state are worth referring to, emulating and appreciating. The use of these expressions is also a way of indicating that the existence of this calibre of people in the history of the state has laid down a positive trend of development for the

state, which the new leader is ready to build upon. This is because they (the new leader) have been mentored by these great men to ensure that they follow in their path. It is also a way of assuring Lagosians that they (the governors) are ready to learn from the great past leaders, hence the use of the underlined expression in IN.SP2, which contains the use of judgement of propriety. It portrays the past leaders as people whose actions are ethically and morally impressive to be worth learning from.

The emboldened expressions contain judgement of capacity. They are used to portray the predecessors of political leadership in Lagos State as people with invaluable skill, strength, competence, expertise and dexterity for leading the state to the level of development it has attained. They are also used by the governors to brag about the trend of development of the state and what the past leaders have been able to achieve. The use of this type of judgement by the governors is indicative of the fact that they want Lagosians to know that they recognise the valuable contributions of the predecessors to the development of the state, and they are willing and able to learn from them so that they would do even better. It is also a way of assuring Lagosians that the trend would continue in their tenure.

Meanings of judgement were also used by the governors in the speeches to keep Lagosians abreast of how they (the governors) plan to continue the trend of positive development in the state. The use of this type of appraisal in the speeches present the governors as exemplary leaders who are ready to do everything within their power to ensure that everyone gains immensely from their leadership and there is a higher record of positive development in the state during their tenure.

Our goal..., is to lighten the burden of our people, alleviating poverty by providing jobs for our youths, houses, secure homes, water, good roads and creating efficient mass transportation system, industrial development and providing life more abundant for our people. And I must say quickly that the tasks ahead are not those that can all be accomplished .on a quick fix arrangement. The problems are many and can possibly overwhelm the unprepared. *But we are ready to tackle the problems head-long. We are ready to take the first strategic step to address the overwhelming problems*

of abject poverty and hardship in our State. (IN.SP1)

With our determination to protect and advance this great heritage, I have no doubt that the coming years portend for us vast opportunities... *we have the will* and, ..., we shall succeed. I'm not unaware of the daunting challenges, *but neither am I afraid to confront them.* My fellow citizens, In seeking to meet your aspirations within the shortest possible period, my administration will pay particular attention to the core areas of education and the development of quality human capital; job creation and support for private enterprise; infrastructural development; public transportation; crime fighting; justice delivery; healthcare and the environment. ..., *we are also determined to create* more job opportunities for residents of Lagos State. As we maintain and expand our road network, increase the available stock of housing, build more classrooms for the public schools, modernize our public buildings and establish an integrated transportation system with bus rapid, light rail and ferry services... We shall therefore create the right atmosphere to maintain the independence of this tier of government whilst co-operating with them to discharge their constitutional responsibilities in the most efficient and productive ways. (IN.SP2)

I shall run an open government of inclusion that will not leave anyone behind. ... as long as you reside in Lagos, we will make Lagos work for you. For us to sustain the progressive and radical transformation ongoing in the state, we have to *redouble* our efforts on all fronts for our commitment to excellence.. I want to assure all of us that I will make your taxes work for you. **YOU WILL SURELY GET A TRANSPARENT AND INCORRUPTIBLE GOVERNMENT THAT WILL GIVE YOU GOOD VALUE FOR YOUR TAXES PAID.** (Higher cap print is veracity) *we shall practise government by incentives and not government by enforcement.* We shall implement creative ideas and concepts that reduce the cost of running government; ideas that make life simpler and happier for our people. *My administration is prepared to take the decisions needed to promote merit and professionalism.* To restructure where required, eliminate poor Human Resource practices and accelerate the pace of reforms in the spirit of good governance. (IN.SP3)

In all of the extracts above, the governors state in clear terms the roadmap for their leadership using the various types of expressions of judgement, preceded by the pronouns 'I' and 'We'. Through the use of capacity (the expressions in bold print), the governors give positive evaluations of their plans for the development of the state and the improvement of the welfare of all the citizens of the state. Through this expression of meaning, the governors extol their ability to touch every area of importance in the state like education, job creation, improved health facilities, profitable use of tax payers' money, etc. By outlining their plans for the state and its citizens at large, the governors not only assure the citizens of a better tomorrow with them as their leaders, they also endear themselves to them and alleviate any fear or misgiving they may have about the ability the newly sworn in governor to continue in the leadership strategy that has made the state a mega city. Through the use of the pronoun 'I', the governors portray that they are individually capable of fulfilling the promises entrenched in their manifestoes, which make them personally accountable to the citizens of the state. The use of the inclusive pronoun 'We' indicates that the governors need the cooperation of the citizens to ensure the proliferation of sustainable development in the state.

The use of tenacity as a type of attitudinal meaning of judgement (expressions in italics) by the governors is a strategy that helps to portray themselves as people that never give up even in the light of challenges. Judgements of tenacity in the speeches are usually preceded by foreseeable challenges the governors might face while in power in order to show that they are aware that leadership could be challenging. But after stating the challenges they might encounter, the governors always praise themselves by showing their level of determination to surmount those challenges in order to ensure that the growth and development of the state is not stunted.

In the use of veracity (the expression in capital letters), the governor in IN.SP2 assures the citizens of Lagos of his transparency in government. This is most important because corruption is a huge social malaise that hampers the development of any society. Thus, by extolling his honesty, he intends to gain the trust of Lagosians and at the same time assure them that his plans for the state would not be derailed or encumbered by the problem of corruption.

Attitudinal meanings of judgment are equally used by the governors to solicit for support from Lagosians in order for the new administration to be able to do a good job of ensuring that the positive development of the state continues.

As much as we are prepared, we are aware of our limitations as a government. We cannot do it alone and we do not have all the answers. My good people of Lagos State, as the new touch-bearers of hope, we will be required to break ground and brave path, and with your support and cooperation, we shall overcome (IN.SP1)

Lagosians are hardworking people. Lagos is striving because of its undying entrepreneurial spirit. In implementing all these objectives, there can be no doubt that we have to rely on the contributions which you make by way of taxation. With all sense of responsibility, I urge you not to shirk this crucial social duty ... *We must all play our part* in order to enjoy the benefits of a cleaner, safer, better organised Lagos. (IN.SP2)

To our youths, we must nurture good family values to succeed in any endeavour....We must *therefore embrace new thinking and be determined to succeed at all times*. ... I, therefore, invite you all, to join hands with me, to offer new ideas that will pull more resources to cater for the poor and needy amongst us. . (IN.SP3)

The newly sworn in governors after appraising their own ability to herald development in the state, confess their inability to do it alone (through the use of negative capacity) and then ask for the support of Lagosians by extolling the values of their support through the use of the various types of positive judgement. The governors make the citizens' support invaluable through the use of positive capacity to extol their (the citizens) support, positive propriety to show that their support counts and positive tenacity to encourage them not to relent or hesitate in offering their support.

5.3 Appreciation

The acclamation of the citizens' support by the governors is sometimes an expression of positive meanings of appreciation. Appreciation according to Souza [13] is interpersonal resources utilized by speakers for expressing

positive and negative evaluations of entities, processes and natural phenomena'. The use of appreciation is found at the beginning of all the speeches used for this study. For instance, in the first sentence of all the speeches, the governors express positive appreciation:

Today is a special day. We are not only celebrating democracy, but we are also celebrating a watershed in our nation's history.

Today, we celebrate ... a fresh opportunity to rededicate ourselves to the cause of a peaceful and prosperous Lagos State.

Today, I have just performed the sacred duty of oath-taking as the Governor of Lagos State.

Through the attitudinal meanings expressed above, the governors express positive assessment of the transition. In IN.SP1 for instance, the governor clarifies the import of the transition from military rule to democracy by calling it a 'watershed' which is a positive appreciation of reaction. The use of this type of attitudinal meaning in all the speeches connotes the distinctiveness and inimitability of the inauguration of the governors.

The expressions of attitudinal meaning of appreciation by the governors are a way of apprising in clear terms the qualities of the state that makes it a mega city.

Lagos is a State of immense possibilities, many of which we have seen flower in the past eight years. We have here the highest concentration of human beings in the smallest landmass in Africa. Our soil is rich and our waters are bountiful. The spirit of enterprise and the enthusiasm of our people know no bounds. I am proud to assume the duties of Governor of this State of deep-rooted history, colourful traditions and immense resilience (IN.SP2)

Lagos is striving because of its undying entrepreneurial spirit. The way is clear; we have the will and, by the Grace of God almighty, we shall succeed. I'm not unaware of the daunting challenges, but neither am I afraid to confront them Lagos will remain a pro-business city state (IN.SP3)

Through the positive use of this meaning in the extracts above, the governors evince their pride

in the state and its citizens, as well as the remarkable progress the state has recorded in time past. It is also a way of bragging about the characteristics of the state that gives it an edge over other states and a way of stating that they (the governors) have ensured that there is no hindrance to the development of the state during their tenure.

6. CONCLUSION

So far, this study has been able to portray that attitudinal meanings are embedded in inaugural speeches of governors, especially the governors of Lagos state. These meanings are used by the governors to endear themselves to the citizens of the state, extol the leadership prowess of the past leaders of the state and assure Lagosians of their ability to continue the trend of positive development in the state.

Lagos state is a fast developing state whose developments started a whole while back. While the development of the state cannot be attributed to just one leader, it is worthy of note that the progress and development of the state has been the joint efforts of different political leaders the state has had in various times. The contributions of these leaders have always and will always be appreciated and built upon by future leaders to come. Hence, development in the state cannot be stalled or stunted since every new leader, just as has been enunciated in the speeches, will always ensure that they leave their positive mark on the historical development of the state. If this trend continues in the history of the state, the state will always be counted among the most thriving cities of the world where prosperous people reside in.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Agbara CUB. The pragmatic use of the first person plural pronoun in President Muhammadu Buhari's inaugural speech. *Papers in English and Linguistics*. 2018;2:1-14.
2. Zhang S. Attitudinal meanings of judgement in the inaugural addresses by the US presidents during the Cold War. *Antique*. 2012;2(1):e2-e2.

- DOI:<https://doi.org/10.4081/antiqua.2012.e2>
3. Ademilokun M. Aspects of attitudinal meaning in Nigerian President Muhammadu Buhari's inauguration speech: An appraisal analysis. *The African Symposium: An Online Journal of the African Educational Research Network*. 2015;15(2):3-10. Available:[http://the African Symposium: African educational research network.com/adimilokun/ho](http://theAfricanSymposium.com/adimilokun/ho)
 4. Younane S. Men and women of Australia: Political rhetoric in Australian political science and communication. Paper Presented at Australasian Political Studies Associations Conference; 2007.
 5. Van Dijk TA, (Ed.). *Discourse as social interaction*. Sage. 1997;2.
 6. Akinrinlola T. Rhetorical analysis of the inaugural speech of President Muhammadu Buhari; 2015. Available:jhss-khazar.org/wp-content/uploads/2015/12/buhari-text-2.docx
 7. Martin JR, White PRR. *The language of evaluation: Appraisal in English*. London: Palgrave; 2005.
 8. Vandergriff I. Taking a stance on stance: Metastancing as a legitimation. *Critical Approach to Discourse Analysis across Disciplines*. 2012;6(1):53-75.
 9. Fetzer A. I think that is a straightforward way of dealing with it; The communicative function of cognitive verbs in political discourse. *Journal of Language and Social Psychology (Online Version)*; 2008.
 10. Osisanwo A. I belong to everybody yet to nobody: Pragmatic acts in President Muhammadu Buhari's inaugural speech. *Athens Journal of Mass Media and Communications*. 2017;3(4):297-320.
 11. Enyi AU. Pragmatic analysis of Nigeria's President Muhammadu Buhari's maiden coup address of January 1, 1984 and his inaugural address of May 29, 2015: A comparative appraisal. *International Journal of English Language and Linguistics Research*. 2016;4(5):47-64.
 12. Ezeifeke C. Analysis of experiential meaning in selected inaugural political speeches in Nigeria. *An International Journal of Language, Literature and Gender Studies Bahir Dar, Ethiopia*. 2013;2(1):170-190.
 13. De Souza AA. The construal of interpersonal meanings in the discourse of national anthems: An appraisal analysis. *Proceedings 33rd International Systemic Functional Congress*. 2006;531-550.

© 2020 Ugah and Olaniyan; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<http://www.sdiarticle4.com/review-history/48377>